

**ORIGINAL**

**BURNS PROPOSED AMENDMENT NO. 1**



0000123184

TIME/DATE PREPARED: February 16, 2011

COMPANY: Arizona Public Service Company

AGENDA ITEM NO. S-12

DOCKET NO(S). Docket # E-01345A-10-0219 OPEN MEETING DATE: 2/17/11

On page 14, line 7, **INSERT** the following as a new Finding of Fact:

Because the DSMAC is used to recover program costs for APS' DSM implementation plans, we believe it is important to be always mindful that the costs are borne by the Company's ratepayers. DSM is a worthy pursuit. But, the means of achieving goals come at a price. The 2011 Implementation Plan's proposed budget of \$74,767,000 is a significant amount.

Accordingly, every publication, educational brochure, promotional aid, website content, radio advertisement, television advertisement and internet advertisement related to the 2011 plan should make it clear that the program being advertised is paid for by APS ratepayers.

**MAKE ALL CONFORMING CHANGES**

Arizona Corporation Commission

**DOCKETED**

FEB 17 2011

DOCKETED BY	
-------------	--

RECEIVED  
2011 FEB 17 A 8:22  
AZ CORP COMMISSION  
DOCKET CONTROL

<b>THIS AMENDMENT:</b>			
_____ Passed _____	Passed as amended by _____		
_____ Failed _____	_____ Not Offered _____	_____ Withdrawn _____	